



Board Report

File #: A 22-386, Version: 1

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute Renewal & Amendment 1 to the agreement (A-14350) with Everyone's Harvest for the operation and management of the certified Farmers' Market at NMC, extending the agreement an additional three (3) year period (July 1, 2022 through June 30, 2025) for a revised full agreement term of July 1, 2019 through June 30, 2025, and adding \$133,480 for a revised total agreement amount not to exceed \$263,560.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute Renewal & Amendment 1 to the agreement (A-14350) with Everyone's Harvest for the operation and management of the certified Farmers' Market at NMC, extending the agreement an additional three (3) year period (July 1, 2022 through June 30, 2025) for a revised full agreement term of July 1, 2019 through June 30, 2025, and adding \$133,480 for a revised total agreement amount not to exceed \$263,560.

SUMMARY/DISCUSSION:

In an ongoing commitment to promote healthy eating and wellness to our patients, employees, and community, NMC desires to partner with Everyone's Harvest, a local non-profit organization, to manage its certified weekly Farmers' Market on its campus. NMC believes that the market is in line with its mission and hospital's tagline of Inspiring Healthy Lives as the market exposes the medically underserved and poorer community to fresh, healthy options at an affordable price.

As NMC does not have experience running a certified Farmers' Market, it decided to partner with Everyone's Harvest, an experienced organization that currently operates the weekly Marina, Pacific Grove, Alisal, and SVMHS Farmers' Markets. NMC feels that Everyone's Harvest continues to be a good partner as they support local farmers, they offer and facilitate Electronic Benefit Transfer (EBT) to allow low income families the ability to purchase fresh produce and accept Woman, Infants, Children (WIC) vouchers for produce at the market.

This agreement is from July 1, 2022 through June 30, 2025 (72 Farmers' Markets over 85 weeks of service). The agreement includes the following: a Market Manager, Program Coordinator, and the Fresh Produce Prescription Program. In addition, the flat rate includes off-site services of the Executive Director and Office Manager.

Market Manager: This individual is responsible for all operational aspects of the market including recruitment of vendors at the market, set up and break down of the market, enforcing the regulatory governmental rules and regulations, managing the farmers' documents and paperwork, and collecting all necessary fees from the farmers.

Program Coordinator: This individual is responsible for marketing the Farmers' Market to the local community adjacent to the hospital and to the county employees in the different departments that share NMC's campus. This individual also coordinates the health and fitness events at the market to include healthy cooking demonstrations. Additionally, this individual will coordinate the Fresh Produce Prescription.

Fresh Produce Prescription: This program is an innovative partnership between the Health Department clinics and the NMC's Farmers' Market. The program focuses on preventive health care to fight the rise of chronic diseases related to obesity. The doctors in the Health Department clinics will identify and select patients to enroll in the program. The doctors will prescribe fresh fruits and vegetables to overweight patients and direct them to the Natividad Farmers' Market where they can redeem a weekly voucher to spend at the market. This program has been tested in other communities and research has shown an increased consumption of fruits and vegetables as well as improved health status of the participants.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this agreement as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. This renewal & amendment 1 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on July 15, 2022.

FINANCING:

The cost for this renewal & amendment 1 is \$133,480, of which \$44,493 shall be included in the Fiscal Year 2022-23 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Farmers' Market at NMC promotes healthy eating and wellness to our patients, employees, and community. The Farmers' Market also exposes the medically underserved and underprivileged community to fresh, healthy options at an affordable price that is in line with NMC's mission and tagline of Inspiring Healthy Lives.

- ☐ Economic Development
- ☐ Administration
- ☒ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Hillary Fish, Director of Marketing and Community Relations, 783-2693

Approved by: Charles R. Harris, Chief Executive Officer, 783-2504

Attachments:

Everyone's Harvest Renewal & Amendment 1
Everyone's Harvest Agreement

Attachments on file with the Clerk of the Board